

Rep Order# 7894425 Ver# 4 Status Returned Traffic Order# 24371

Printed: 10/01/2012 10:52 AM 1 of 4
Last Received: 09/20/2012 9:19 AM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () PATRIOT MAJORITY
Product PATRIOT MAJORITY USA
Estimate# 1548
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E //1548
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

Pls see lns 18, 27, 29, 30 for na's d/t pgn chs & mgd offers. Pls rcfm Ok or advise if we need to rework any.
Thanks
Jenny

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	EARLY TODAY	:30	\$60.00	10/02-10/05	3	1	3	\$180.00	
	2	TU-F	6A-7A	NEWS	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	3	M	6A-7A	NEWS	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	4	TU-F	7A-8A	TODAY SHOW	:30	\$700.00	10/02-10/05	2	1	2	\$1,400.00	
	5	TU-F	8A-9A	TODAY SHOW	:30	\$475.00	10/02-10/05	2	1	2	\$950.00	
	6	SU	7A-8A	SUN TODAY	:30	\$150.00	10/07-10/07	2	1	2	\$300.00	
	7	SU	8A-9A	MEET PRESS	:30	\$200.00	10/07-10/07	2	1	2	\$400.00	
	8	TU-F	9A-10A	TODAY SHOW	:30	\$180.00	10/02-10/05	3	1	3	\$540.00	
	9	TU-F	10A-11A	RACHAEL RAY	:30	\$140.00	10/02-10/05	5	1	5	\$700.00	
	10	M	10A-11A	RACHAEL RAY	:30	\$140.00	10/08-10/08	1	1	1	\$140.00	

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	11	TU-F	11A-12P	STUDIO 5	:30	\$140.00	10/02-10/05	4	1	4	\$560.00	
	12	M	11A-12P	STUDIO 5	:30	\$140.00	10/08-10/08	1	1	1	\$140.00	
	13	TU-F	12P-1P	NEWS	:30	\$170.00	10/02-10/05	4	1	4	\$680.00	
	14	M	12P-1P	NEWS	:30	\$170.00	10/08-10/08	1	1	1	\$170.00	
	15	M	1P-2P	TODAY SHOW	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	16	TU-F	2P-3P	DAYS OUR LIVES	:30	\$200.00	10/02-10/05	5	1	5	\$1,000.00	
	17	SU	9A-930A	SUNDAY EDTN	:30	\$100.00	10/07-10/07	1	1	1	\$100.00	
	*18	SU	1030A-11A	HISTORY OF THE SAINTS	:30	\$100.00	10/07-10/07	1	1	1	\$100.00	
			Station Remark: V4 na d/t pg ch Conference, mg 1x 10/8 1-2p Today Show 3 ncir									
	19	TU-F	3P-4P	DR PHIL	:30	\$130.00	10/02-10/05	5	1	5	\$650.00	
	20	M	3P-4P	DR PHIL	:30	\$130.00	10/08-10/08	2	1	2	\$260.00	
	21	TU-F	4P-5P	KATIE	:30	\$130.00	10/02-10/05	5	1	5	\$650.00	
	22	M	4P-5P	KATIE	:30	\$130.00	10/08-10/08	2	1	2	\$260.00	
	23	TU-F	5P-530P	NEWS	:30	\$525.00	10/02-10/05	4	1	4	\$2,100.00	
	24	M	5P-530P	NEWS	:30	\$525.00	10/08-10/08	1	1	1	\$525.00	
	25	TU-F	6P-630P	NEWS	:30	\$485.00	10/02-10/05	5	1	5	\$2,425.00	
	26	M	6P-630P	NEWS	:30	\$485.00	10/08-10/08	1	1	1	\$485.00	

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3 of 4

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	*27	TU-F	630P-7P	NEWS	:30	\$475.00	10/02-10/05	4	1	4	\$1,900.00	
				Station Remark: V4 10/5 Fri 630-7p is Game Night Live, spt mgd stp new pg ncir								
	28	M	630P-7P	NEWS	:30	\$475.00	10/08-10/08	1	1	1	\$475.00	
	*29	SA	6P-630P	NEWS	:30	\$225.00	10/06-10/06	1	1	1	\$225.00	
				Station Remark: V4 na d/t pg ch, see ln 30								
	*30	SA	630P-7P	GAME NIGHT LIVE	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
				Station Remark: V4 na d/t pg ch Notre Dame, mg for 29 & 30 is 2x 530-9p Notre Dame 530-9p 1x \$162 & 1x \$163, pls rcm ok								
	31	M	7P-9P	THE VOICE	:30	\$3,700.00	10/08-10/08	1	1	1	\$3,700.00	
	32	TU	8P-9P	GO ON/NEW NORMAL	:30	\$2,500.00	10/02-10/02	1	1	1	\$2,500.00	
	33	F	8P-9P	GRIMM	:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00	
	34	F	9P-10P	DATELINE	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	35	SA	10P-1035P	NEWS	:30	\$1,100.00	10/06-10/06	1	1	1	\$1,100.00	
	36	TU-F	1035P-1137P	TONIGHT SHOW	:30	\$600.00	10/02-10/05	4	1	4	\$2,400.00	
	37	M	1035P-1137P	TONIGHT SHOW	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	38	TU-F	1137P-1236A	FALLON	:30	\$250.00	10/02-10/05	3	1	3	\$750.00	
	39	SU	615P-930P	NFL	:30	\$4,500.00	10/07-10/07	1	1	1	\$4,500.00	
	40	SU	930P-10P	SPORTSBET NFL	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	

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	41	TU-F	1P-2P	TODAY SHOW	:30	\$100.00	10/02-10/05	4	1	4	\$400.00	

---REPORT TOTALS---
 Report Totals: 94 / \$37,765.00

---SALES MONTHLY TOTALS---
 Oct 12: 94 / \$37,765.00
 Sales Totals: 94 / \$37,765.00
 Station Totals: 94 / \$37,765.00
 Lines not sent/rcld/rtrn: 0 / \$0.00
 ---COMPETITIVE---

Market Totals	\$188,825	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
 Demos RA35+